Cheat Sheet: Editorial Style for Campus Calendar Events

• Leave only one space after a period (or question mark, exclamation point, quotation mark — whatever punctuation ends your sentence).

• Clark’s style is to use the serial (or Oxford) comma, included after the penultimate item in a list of three or more items, before “and” or “or.” This decision was made to ensure clarity in all cases.

• Capitalize and spell out formal titles such as president, dean, provost, chair, professor, etc., only when they precede a name. Lowercase elsewhere.
  o Dean of the College Betsy Huang will speak at this reception. Betsy Huang, dean of the college, led the meeting. The dean approved the measure.
  o Professor Karen Frey will discuss her Arctic research. Karen Frey, professor of geography, is the main speaker at the event.

• Academic subjects are not capitalized unless referring to a language.
  o She teaches chemistry. Her research is in screen studies. The student majors in environmental science. He teaches English. The students majored in Spanish.

• Academic department names are capitalized.
  o This event is sponsored by the Visual and Performing Arts Department.
  o The English Department hosted the lecture.

• If you must refer to a time or date in your event description (to refer to a later event only, not the current event):
  o Times
    ▪ Use a.m. and p.m., lowercase, with periods.
    ▪ To avoid confusion, always use “noon” and “midnight” instead of 12 p.m. and 12 a.m. (And never, ever write “12 noon” or “12 midnight.”)
    ▪ 8 p.m., not 8:00 p.m.; 11 a.m., not 11:00 a.m.
    ▪ If using a.m. or p.m., do not also use “this morning” or “this evening.”
  o Dates
    ▪ Always use Arabic figures (1, 2, 3, etc.) without st, nd, rd, or th. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out months when using alone, or with a year alone.

If necessary, Marketing and Communications staff may edit your event posting for style and grammar.